

# subscriber retention

With experienced agents and a proven subscriber retention strategy, Concentrix has helped some of the nation's top newspapers significantly reduce daily churn and increase collections.

## Now newspapers can turn the page on churn.

The headlines say it all: newspaper circulation continues to wane as subscribers turn to digital and alternative media for their information needs. Customers who once seemed forever loyal to their favorite dailies are allowing their subscriptions to expire, leaving newspaper organizations with the uphill battle of securing renewals and collecting past due balances.

At Concentrix, our proven customer retention strategy can make all of these challenges old news. Using a tested combination of analytics, sales support, and superior customer service we can deliver a solid, results-oriented strategy that can reduce delinquent accounts, boost renewal rates and maximize revenue.



### CONCENTRIX' RETENTION STRATEGY DELIVERS ALL THESE BENEFITS:

**Efficiency** — we employ analytical modeling to help you prioritize subscriber needs and determine preferred payment options — increasing your ROI.

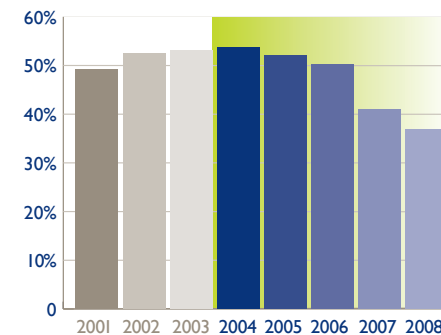
**Experience** — with more than 5 years of experience in subscriber retention, we've helped newspapers see double-digit declines in daily churn and as much as a 100% increase in total collections.

**Value** — our trained agents resell customer value at every turn, resolving customer issues and reinforcing the importance of your newspaper in the subscriber's daily lives.

**Flexibility** — on-shore or off-shore, in house, or remotely, we can staff collections teams to support your geographical region and unique pricing options.

Discover how Concentrix can boost your retention and your bottom line. Visit [www.concentrix.com](http://www.concentrix.com) or call 800-747-0583 to speak with a Concentrix customer retention expert today!

### Average daily churn comparison



*Before partnering with Concentrix in 2004, our newspaper client's daily churn had grown every year. After our retention programs were instituted, churn has continued to decline yearly, opposing industry trends.*

**Scalability** — we can staff teams from 5 and up — start small and grow with your needs.

**Multichannel** — voice, Web, and direct mail — Concentrix can help you design, deploy, and integrate them for more effective programs.

**A positive customer experience.** Our agents are trained about the operations of your newspaper and your local area, so they are able to speak knowledgeably about your market and community with subscribers.

*“We’ve been working with Concentrix for over five years, and the quality of their work has been beyond outstanding — it’s been awesome. I can’t imagine a better company to work with.”*

*— Circulation Marketing Manager, a top 50 news organization*